

Video List EMarketing Excellence 4th ed 2 Aug 2012

1 Intro

Is Marketing Communications changing?	Saatchi & Saatchi	i
Has Marketing Changed?	Saint Digital	ii
Is marketing becoming more creative?	Saatchi & Saatchi	

2 Remix

Are we going to see more creativity?	Saatchi & Saatchi	iii
Will TV Ads Survive?	Saatchi & Saatchi	iv
Marketing Communications Mix – online –offline or both?	Saint Digital	v

3 eModels

Opinion Formers in Marketing Campaigns	Zaid Al-Zaidy, Saint Digital	vi
Using Twitter Creatively	John Horsley Owner LinkedIn Group: Green (100,000+ members) & CEO Ace-A-Metric.com	Not yet edited
Using Twitter – For Recruiting	John Horsley	ditto

4 eCustomers

Customers Live in Global Markets	Prof Ted Levitt	vii
Audience Engagement	ZenithOptimedia	

5 Social Media

Social Media's 3 Cardinal Errors	Saint Digital	viii
Social Media Processes – Failure & Success	Saint Digital	ix
Opinion Formers in Marketing Campaigns	Saint Digital	x
How do you budget for blogging?	Saint Digital	xi

6 Site Design

7 Traffic Building

PPC	ZenithOptimedia	
Media Planning	ZenithOptimedia	
Media Consumption	ZenithOptimedia	
Media Strategy	ZenithOptimedia	
Social Networks & Media Buying	ZenithOptimedia	
Media Frequency	ZenithOptimedia	
Will TV Ads Survive?	Kevin Roberts, CEO Saatchi & Saatchi Worldwide	See above

8 eCRM

Collaborative Co-Creation & UGC	Saint Digital	xii
Sustainable Competitive Advantage (& CRM)	PR Smith	xiii
Relationship Marketing	Professor Peter Doyle	xiv
Long Term Customers	Kenichi Ohmae	
Databases	Professor Tim Ambler	

9 Operations

Can Marketing Become More Effective?	St Digital	xv
Automated Marketing	Adam Sharp	Not yet edited
Social Media's Successes & Failures	Saint Digital	
Have we got worse at marketing?	Saint Digital	xvi

10 eMarketing Plan

SOSTAC® Works	Kotler, Microsoft, BA et al	xvii
SOSTAC® - What is it?	Richard Sedley, CIM	xviii
500 Year Plans	Professor Rosabeth Moss Kanter	xix
Segmentation Is Key	Professor Peter Doyle	xx
Sustainable Competitive Advantage	PR Smith	xxi
How Much Budget For Online?	Saint Digital	xxii
How do you budget for blogging?	Saint Digital	xxiii
Budgeting & % Of Sales	Saint Digital	xxiv
Have we got worse at marketing?	Saint Digital	

ⁱ <http://www.youtube.com/watch?v=SYjqDRM1x1E&feature=context-chv>

ⁱⁱ <http://www.youtube.com/watch?v=1-rwJTJ8D1I&feature=context-chv>

ⁱⁱⁱ <http://www.youtube.com/watch?v=xM498m794Rg&feature=context-chv>

^{iv} <http://www.youtube.com/watch?v=9YYS811fePA&feature=channel&list=UL>

^v

<http://www.youtube.com/watch?v=LfeJhPNFCRo&feature=autoplay&list=UL3rqzLhV9Jo8&playnext=1>

^{vi}

<http://www.youtube.com/watch?v=UiTK4CMMnMg&list=UUd3FXV9t3iYKvtWFA1OXp8w&index=8&feature=plcp>

^{vii} http://www.youtube.com/watch?v=h52W3D-tuf0&feature=player_embedded

^{viii} <http://www.youtube.com/watch?v=ZS5vrPz-XFs&feature=channel&list=UL>

^{ix} <http://www.youtube.com/watch?v=zVgvj2P5LUU&feature=channel&list=UL>

^x <http://www.youtube.com/watch?v=UiTK4CMMnMg&feature=channel&list=UL>

^{xi} <http://www.youtube.com/watch?v=nH-uS29xsTw&feature=channel&list=UL>

^{xii} <http://www.youtube.com/watch?v=Xzk8zJHK7Q&feature=relmfu>

^{xiii} <http://www.youtube.com/watch?v=R8kJOPwFwu8&feature=related>

^{xiv} <http://www.youtube.com/watch?v=OPj1Z7dC560>

^{xv} http://www.youtube.com/my_videos_edit?ns=1&video_id=zEmRvCvwlhw

^{xvi} <http://www.youtube.com/watch?v=W2Q0ShRHbE0&feature=relmfu>

^{xvii} <http://www.youtube.com/watch?v=maKV4zyjJA&feature=channel&list=UL>

^{xviii} <http://www.youtube.com/watch?feature=endscreen&NR=1&v=OeVjU2wJMTA>

^{xix} <http://www.youtube.com/watch?v=3rqzLhV9Jo8&feature=channel&list=UL>

^{xx} http://www.youtube.com/watch?v=NJZUEy0D-54&feature=bf_next&list=UUd3FXV9t3iYKvtWFA1OXp8w

^{xxi} <http://www.youtube.com/watch?v=R8kJOPwFwu8&feature=related>

^{xxii}

http://www.youtube.com/watch?v=VrKP1bbWQ_k&feature=autoplay&list=ULLfeJhPNFCRo&playnext=2

xxiii <http://www.youtube.com/watch?v=nH-uS29xsTw&feature=channel&list=UL>

xxiv <http://www.youtube.com/watch?v=90kQNK5Wlc&feature=relmfu>